

PRELIMINARY SHOWING
of 1913
AUBURN CARS

"Rides like a Pullman—Pulls like a Locomotive"

THE 1913 "Auburn" is here—larger, roomier, better finish, more luxurious upholstery, more power. The greatest automobile value offered for 1913 is to be found in the "Auburn."

Over thirty-eight years of continuous manufacturing experience is expressed in every model. We have learned in these years that there are two ways of making an article distinctive—by making it a freak, or by giving it quality. Quality gives distinction; and that is the way the "Auburn" is made. It is the "know how" after all that counts in any manufacturing business, and the Auburn Automobile Company "know how."

We have never permitted the practice of "cutting" the value of our product. You can not get away from the fact that cheapening means weakening. Sturdiness is the quality that gives highest satisfaction to the owner, and any other system will quickly show in rapid and costly deterioration. Dependability—not price—is the most important consideration in purchasing a car.

This preliminary announcement of the 1913 "Auburn" cannot begin to tell the story of its beauty and utility. It can only give you a general idea of its merits. You will agree with us that the lines have been improved over our former efforts when you carefully examine each model. We are not content, however, to remain satisfied, but are ever striving for better things; so in the 1913 "Auburn" we have reached the greatest heights we have ever achieved in automobile building, not only as to beautiful, graceful lines, but as to general efficiency in a car that will stand up under any strain that it can possibly be put to by any sane driver.

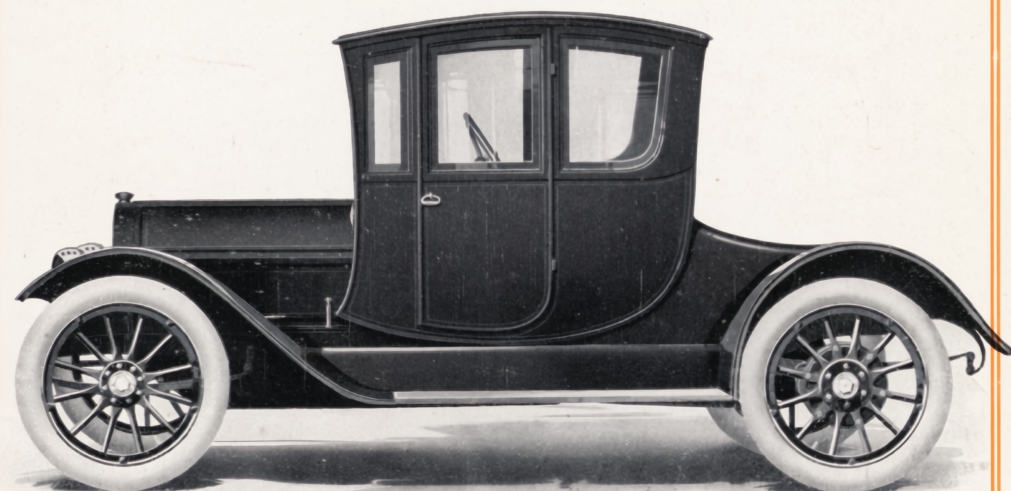
*Our general catalog—a work of art truly—
will be ready for distribution in a short time.*

Auburn Automobile Company
Auburn, Indiana



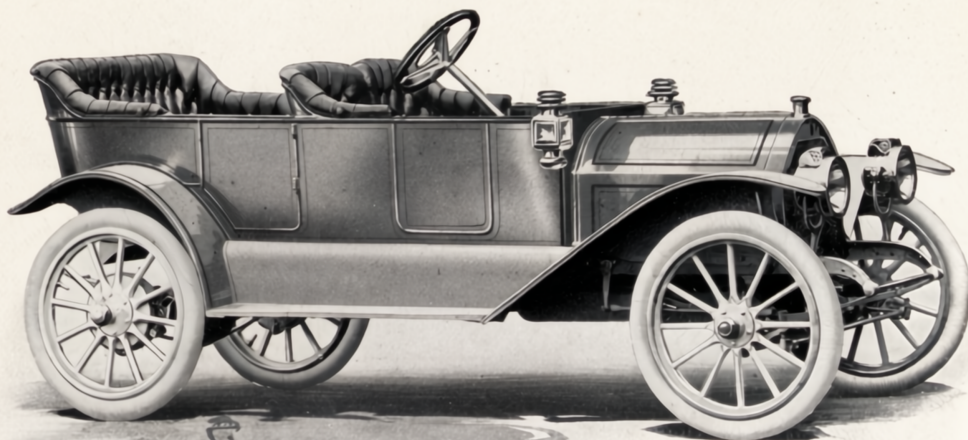
Model 40 Towncar—Five Passenger

Motor $4\frac{1}{2} \times 5$; selective transmission; cone clutch; Remy magneto; full floating axle; 122" wheel base; 36×4 " tire; demountable rims. Equipped with Prest-o-Lite tank; starter, gas lighter, speedometer, electric side and tail lamps, storage battery; price \$2500.



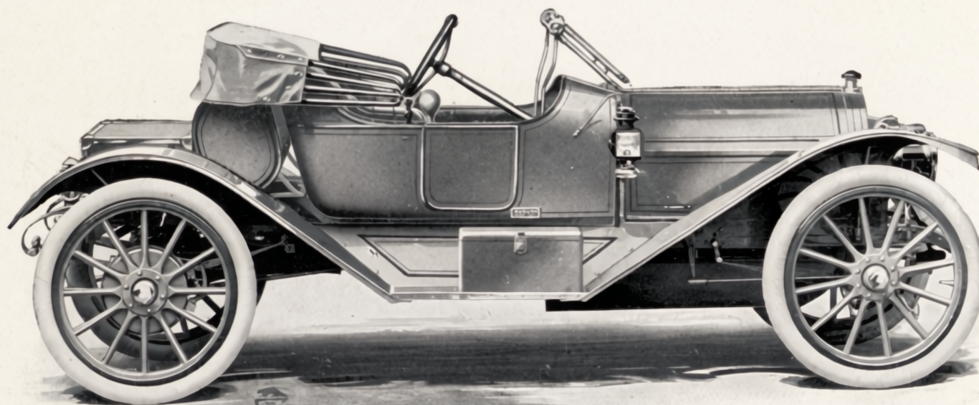
Model 6-45 Coupe—Two Passenger

Motor $3\frac{3}{4} \times 5\frac{1}{4}$; selective transmission; cone clutch; Remy magneto; full floating axle; 130" wheel base; 36×4 " tire; demountable rims. Equipped with electric lamps and generator; starter; speedometer; price \$2600.



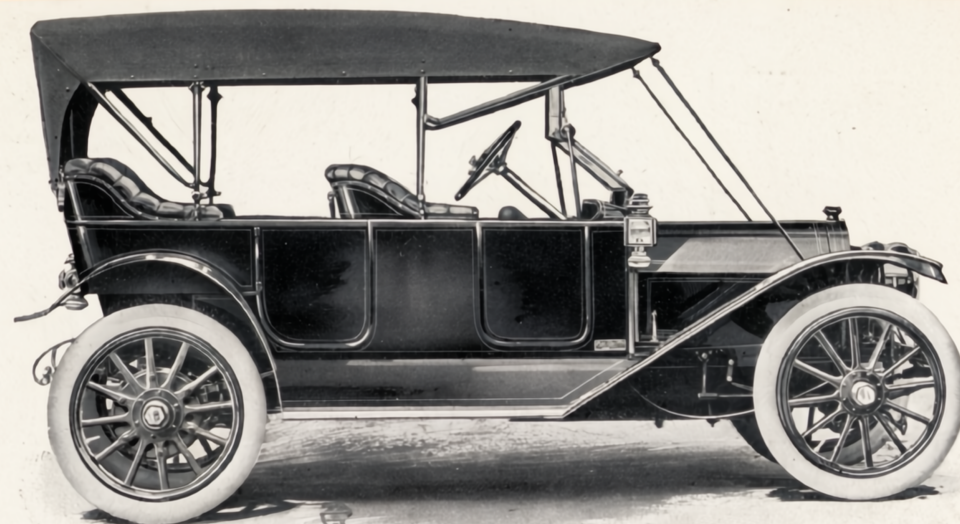
Model 30-33-L

Motor 30-33 H. P.; selective transmission; cone clutch; Remy magneto; semi-floating axle; 112" wheel base; 34 x 3½" tire; inside control; five-passenger; price with lamp equipment \$1150. The same model equipped with Prest-o-Lite tank, starter, No. 26 Stewart speedometer, windshield, mohair top and hood, price \$1250.



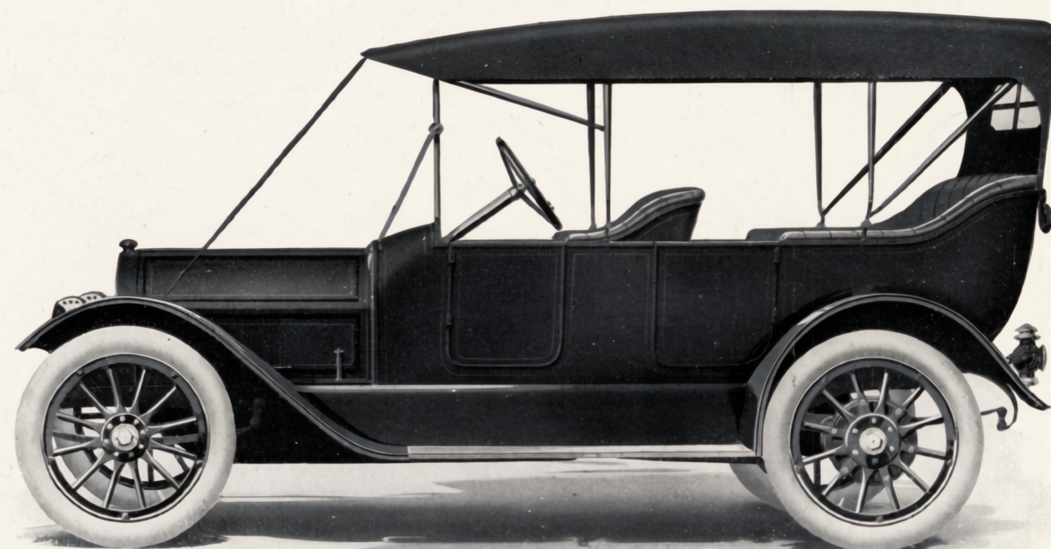
Model 30-33-M

Two-passenger roadster; motor 30-33 H. P.; selective transmission; cone clutch; Remy magneto; semi-floating axle; 112" wheel base; 34 x 3½" tire; inside control; price with lamp equipment \$1150. The same model equipped with Prest-o-Lite tank, starter, No. 26 Stewart speedometer, windshield, mohair top and hood \$1250.



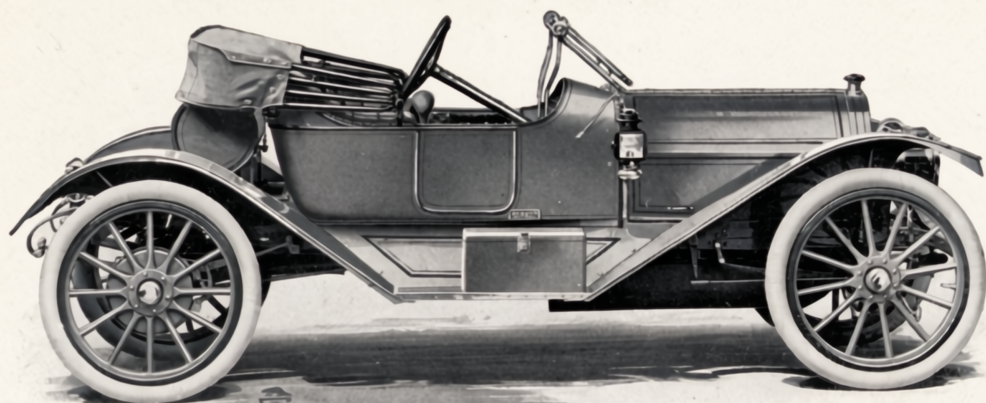
Model 35-L

Motor 4⅛ x 5¼; selective transmission; cone clutch; Remy magneto; full floating axle; 115" wheel base; 34 x 3½" tire; inside control; five-passenger; price with lamp equipment \$1400. The same model equipped with Prest-o-Lite tank, starter, No. 26 Stewart speedometer, windshield, mohair top and hood, price \$1525.



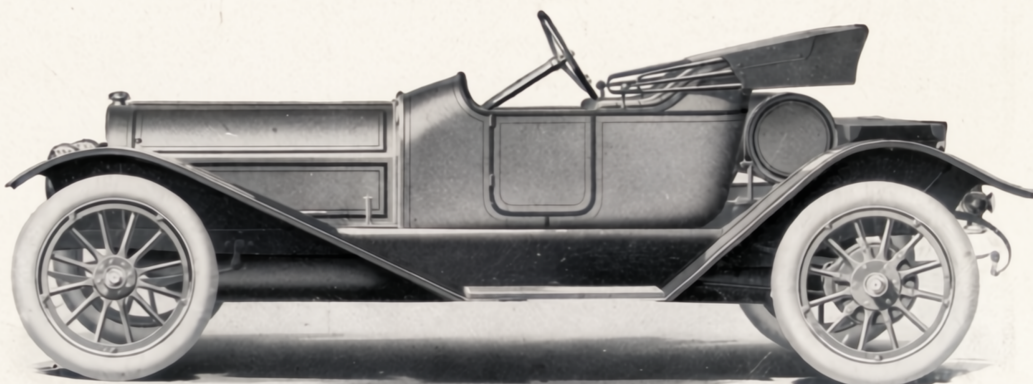
Model 40-L

Motor 4½ x 5; selective transmission; cone clutch; Remy magneto; full floating axle; 122" wheel base; 36 x 4" tire; demountable rims; inside control; five-passenger; price with lamp equipment \$1650. The same model equipped with Prest-o-Lite tank, starter, gas lighter, windshield, No. 11 Stewart speedometer, electric side and tail lamps, storage battery, mohair top and hood, price \$1800.



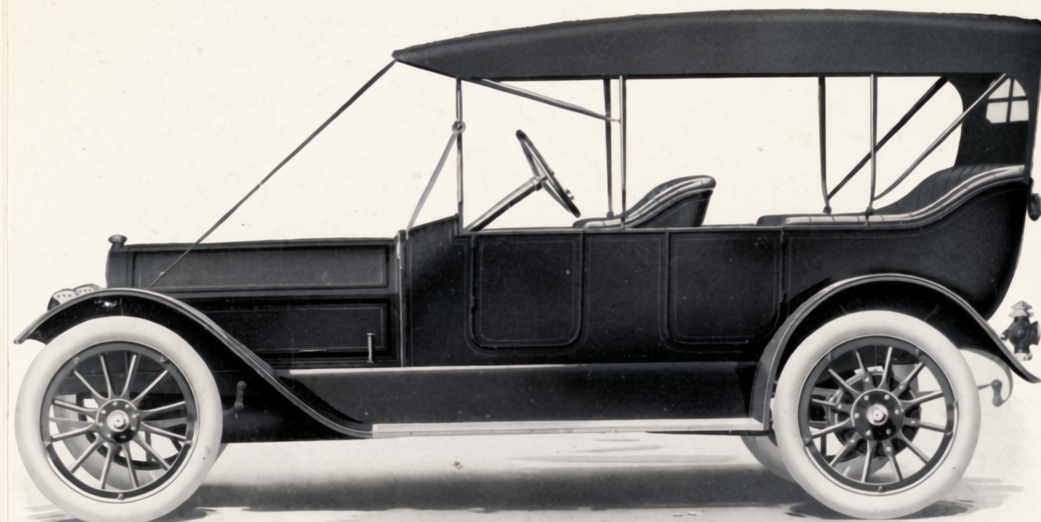
Model 40-A

Two-passenger Roadster; Motor $4\frac{1}{2} \times 5$; selective transmission; cone clutch; Remy magneto; full floating axle; 122" wheel base; 36×4 " tire; demountable rims; inside control; two-passenger; price with lamp equipment \$1650. The same model equipped with Prest-o-Lite tank, starter, gas lighter, windshield, No. 11 Stewart speedometer, electric side and tail lamps, storage battery, mohair top and hood, price \$1800.



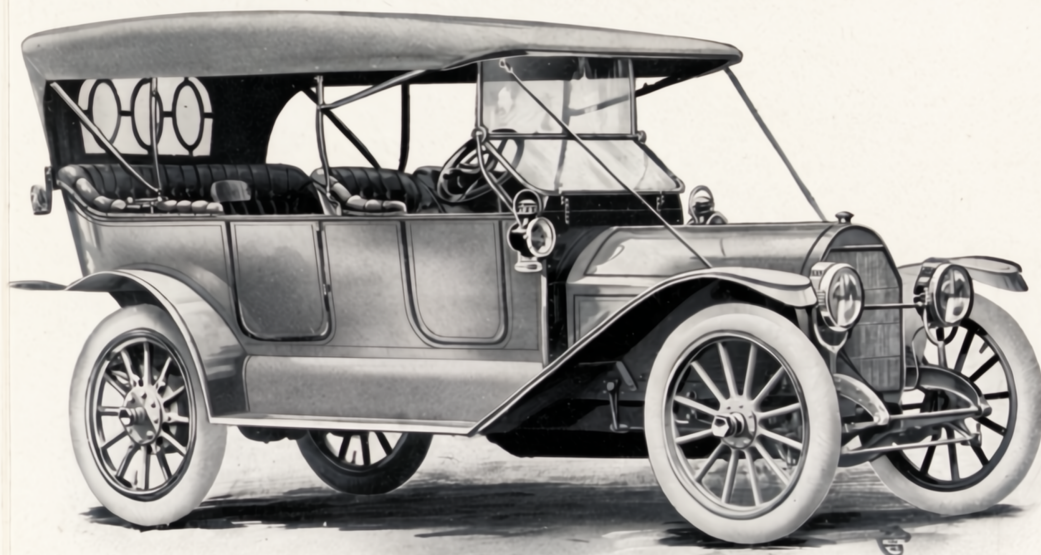
Model Six-45-B

Two-passenger Roadster; motor $3\frac{3}{4} \times 5\frac{1}{4}$; selective transmission; cone clutch; Remy magneto; full floating axle; 130" wheel base; 36×4 " tire; demountable rims; inside control; two-passenger; price with electric lamps and generator \$2000. The same model equipped with starter, windshield, No. 11 Stewart speedometer, foot rail, 36×4 " tire, mohair top and hood, price \$2150.



Model Six-45

Motor $3\frac{3}{4} \times 5\frac{1}{4}$; selective transmission; cone clutch; Remy magneto; full floating axle; 130" wheel base; 35×4 " tire; demountable rims; inside control; five-passenger; price with electric lamps and generator \$2000. The same model equipped with starter, windshield, No. 11 Stewart speedometer, foot rail, 36×4 " tire, mohair top and hood, price \$2150.

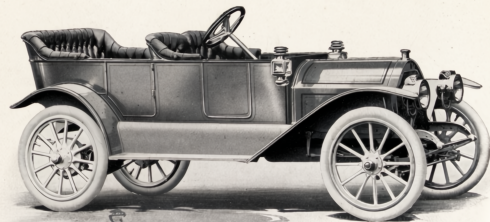


Model Six-50

Motor $4\frac{1}{8} \times 5\frac{1}{4}$; selective transmission, dry plate clutch; full floating axle; 135" wheel base; $37 \times 4\frac{1}{2}$ " tire; demountable rims; inside control; seven-passenger; price with mohair top and hood, windshield, starter, electric lamps and generator, No. 11 Stewart speedometer, and Truffault-Hartford shock absorbers, price \$3000.

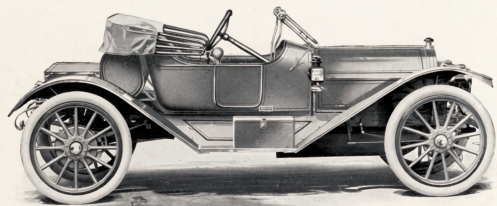
PRELIMINARY SHOWING
of 1913
AUBURN CARS

"Rides like a Pullman—Pulls like a Locomotive"



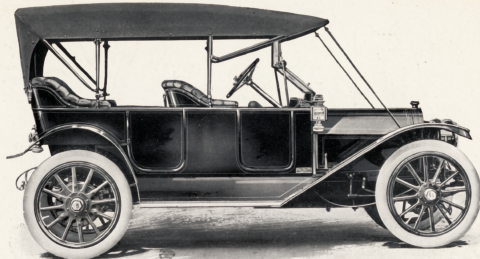
Model 30-33-L

Motor 30-33 H. P.; selective transmission; cone clutch; Remy magneto; semi-floating axle; 112" wheel base; 34 x 3 1/2" tire; inside control; five-passenger; price with lamp equipment \$1150. The same model equipped with Prest-o-Lite tank, starter, No. 26 Stewart speedometer, windshield, mohair top and hood, price \$1250.



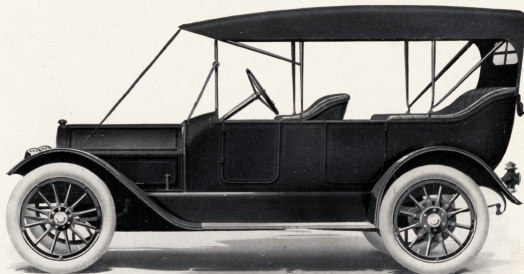
Model 30-33-M

Two-passenger roadster; motor 30-33 H. P.; selective transmission; cone clutch; Remy magneto; semi-floating axle; 112" wheel base; 34 x 3 1/2" tire; inside control; price with lamp equipment \$1150. The same model equipped with Prest-o-Lite tank, starter, No. 26 Stewart speedometer, windshield, mohair top and hood \$1250.



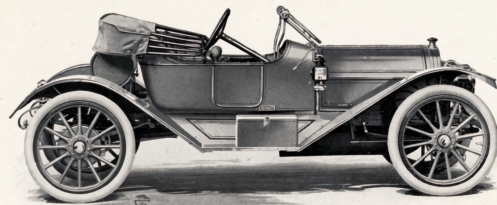
Model 35-L

Motor 4 1/4 x 5 1/4; selective transmission; cone clutch; Remy magneto; full floating axle; 115" wheel base; 34 x 3 1/2" tire; inside control; five-passenger; price with lamp equipment \$1400. The same model equipped with Prest-o-Lite tank, starter, No. 26 Stewart speedometer, windshield, mohair top and hood, price \$1525.



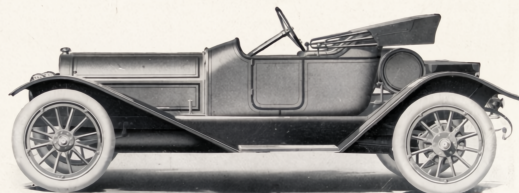
Model 40-L

Motor 4 1/2 x 5; selective transmission; cone clutch; Remy magneto; full floating axle; 122" wheel base; 36 x 4" tire; demountable rims; inside control; five-passenger; price with lamp equipment \$1650. The same model equipped with Prest-o-Lite tank, starter, gas lighter, windshield, No. 11 Stewart speedometer, electric side and tail lamps, storage battery, mohair top and hood, price \$1800.



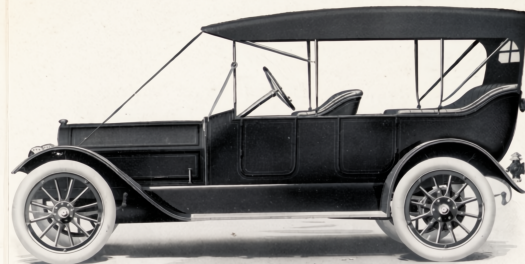
Model 40-A

Two-passenger Roadster; Motor 4 1/2 x 5; selective transmission; cone clutch; Remy magneto; full floating axle; 122" wheel base; 36 x 4" tire; demountable rims; inside control; two-passenger; price with lamp equipment \$1650. The same model equipped with Prest-o-Lite tank, starter, gas lighter, windshield, No. 11 Stewart speedometer, electric side and tail lamps, storage battery, mohair top and hood, price \$1800.



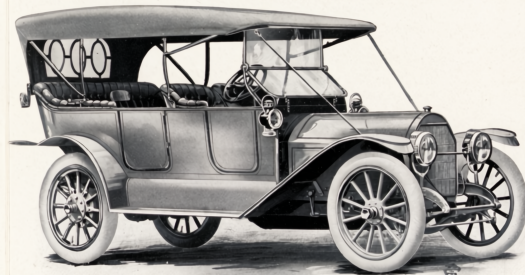
Model Six-45-B

Two-passenger Roadster; motor 3 3/4 x 5 1/4; selective transmission; cone clutch; Remy magneto; full floating axle; 130" wheel base; 36 x 4" tire; demountable rims; inside control; two-passenger; price with electric lamps and generator \$2000. The same model equipped with starter, windshield, No. 11 Stewart speedometer, foot rail, 36 x 4" tire, mohair top and hood, price \$2150.



Model Six-45

Motor 3 3/4 x 5 1/4; selective transmission; cone clutch; Remy magneto; full floating axle; 130" wheel base; 35 x 4" tire; demountable rims; inside control; five-passenger; price with electric lamps and generator \$2000. The same model equipped with starter, windshield, No. 11 Stewart speedometer, foot rail, 36 x 4" tire, mohair top and hood, price \$2150.



Model Six-50

Motor 4 1/4 x 5 1/4; selective transmission, dry plate clutch; full floating axle; 135" wheel base; 37 x 4 1/2" tire; demountable rims; inside control; seven-passenger; price with mohair top and hood, windshield, starter, electric lamps and generator, No. 11 Stewart speedometer, and Truffault-Hartford shock absorbers, price \$3000.

PRELIMINARY SHOWING of 1913 AUBURN CARS

"Rides like a Pullman—Pulls like a Locomotive"

THE CARRILL COMPANY GRAND RAPIDS

THE 1913 "Auburn" is here—larger, roomier, better finish, more luxurious upholstery, more power. The greatest automobile value offered for 1913 is to be found in the "Auburn."

Over thirty-eight years of continuous manufacturing experience is expressed in every model. We have learned in these years that there are two ways of making an article distinctive—by making it a freak, or by giving it quality. Quality gives distinction; and that is the way the "Auburn" is made. It is the "know how" after all that counts in any manufacturing business, and the Auburn Automobile Company "know how."

We have never permitted the practice of "cutting" the value of our product. You can not get away from the fact that cheapening means weakening. Sturdiness is the quality that gives highest satisfaction to the owner, and any other system will quickly show in rapid and costly deterioration. Dependability—not price—is the most important consideration in purchasing a car.

This preliminary announcement of the 1913 "Auburn" cannot begin to tell the story of its beauty and utility. It can only give you a general idea of its merits. You will agree with us that the lines have been improved over our former efforts when you carefully examine each model. We are not content, however, to remain satisfied, but are ever striving for better things; so in the 1913 "Auburn" we have reached the greatest heights we have ever achieved in automobile building, not only as to beautiful, graceful lines, but as to general efficiency in a car that will stand up under any strain that it can possibly be put to by any sane driver.

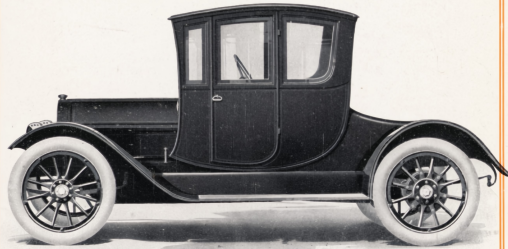
Our general catalog—a work of art truly—will be ready for distribution in a short time.

Auburn Automobile Company
Auburn, Indiana



Model 40 Towncar—Five Passenger

Motor $4\frac{1}{2} \times 5$; selective transmission; cone clutch; Remy magneto; full floating axle; 122" wheel base; 36 x 4" tire; demountable rims. Equipped with Prest-o-Lite tank; starter, gas lighter, speedometer, electric side and tail lamps, storage battery; price \$2500.



Model 6-45 Coupe—Two Passenger

Motor $3\frac{3}{4} \times 5\frac{1}{4}$; selective transmission; cone clutch; Remy magneto; full floating axle; 130" wheel base; 36 x 4" tire; demountable rims. Equipped with electric lamps and generator; starter; speedometer; price \$2600.

THE CARRILL COMPANY GRAND RAPIDS

"Rides like a Pullman—Pulls like a Locomotive"

PRELIMINARY SHOWING of 1913 AUBURN CARS